RAISING MARKET VISIBILITY OF A MEDTECH COMPANY

EndoStart is a pioneering medical device company specializing in gastrointestinal endoscopy solutions. ALA announced a key milestone: the company's receipt of FDA 501 (k) clearance for its flagship product, Endorail.

Objectives:

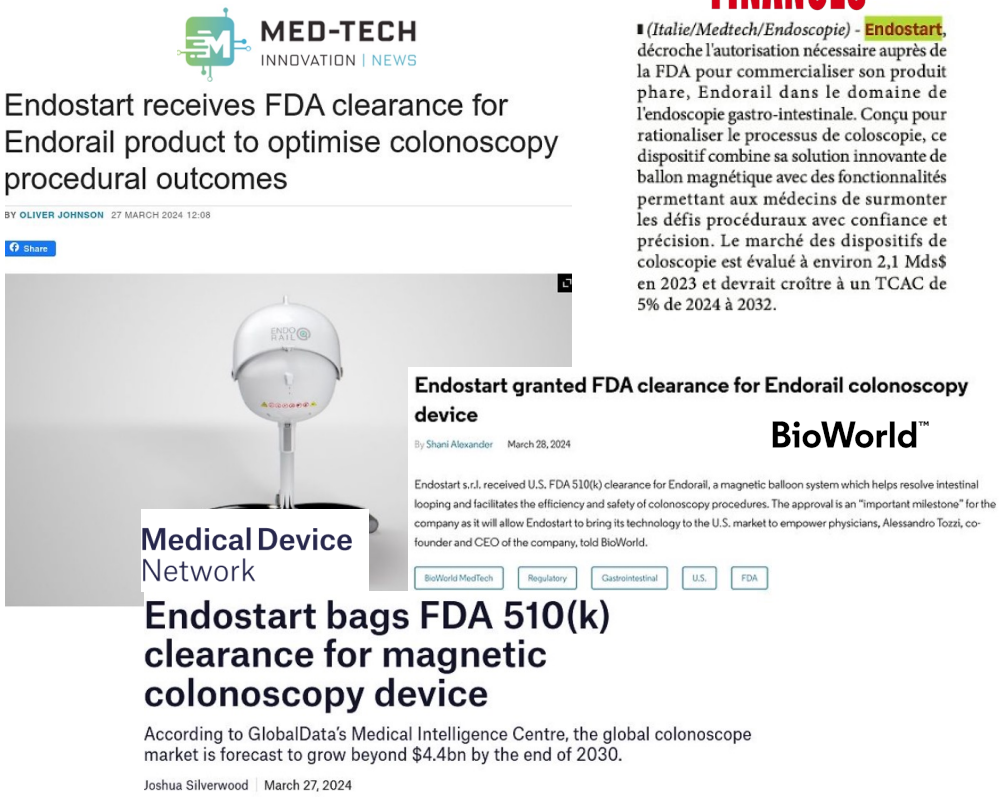
- To increase awareness and understanding of the company's innovative technology in advancing gastrointestinal endoscopy amongst targets in the field of digestive diseases, diagnostics and the medical device industry.
- Strengthen brand recognition.

Strategy:

- Used media strategies to engage with editors and journalists from regional, national, international and specialized news outlets, who follow technological and business developments in the gastroenterology field and the medical device and diagnostics sectors.
- Crafted and delivered strategic messages, announcing news in English
- Targeted top-tier industry publications and analysts.

Results:

- Raised company's visibility: Generated **20+** articles with coverage in leading European and international publications, such as **BioWorld**, **Biotech Finances**, **Gastroenterology & Endoscopy News**, and **Med-Tech Innovation**.
- Established media relations with industry editors and market analysts.



MED-TECH INNOVATION | NEWS

Endostart receives FDA clearance for Endorail product to optimise colonoscopy procedural outcomes

BY OLIVER JOHNSON 27 MARCH 2024 12:08

Share

BIOTECH FINANCES

(Italie/Medtech/Endoscopie) - Endostart, décroche l'autorisation nécessaire auprès de la FDA pour commercialiser son produit phare, Endorail dans le domaine de l'endoscopie gastro-intestinale. Conçu pour rationaliser le processus de coloscopie, ce dispositif combine sa solution innovante de ballon magnétique avec des fonctionnalités permettant aux médecins de surmonter les défis procéduraux avec confiance et précision. Le marché des dispositifs de coloscopie est évalué à environ 2,1 Mds$ en 2023 et devrait croître à un TCAC de 5% de 2024 à 2032.

Endostart granted FDA clearance for Endorail colonoscopy device

By Shani Alexander March 28, 2024

BioWorld™

Endostart s.r.l. received U.S. FDA 510(k) clearance for Endorail, a magnetic balloon system which helps resolve intestinal looping and facilitates the efficiency and safety of colonoscopy procedures. The approval is an "important milestone" for the company as it will allow Endostart to bring its technology to the U.S. market to empower physicians, Alessandro Tozzi, co-founder and CEO of the company, told BioWorld.

BioWorld MedTech | Regulatory | Gastrointestinal | U.S. | FDA

Medical Device Network

Endostart bags FDA 510(k) clearance for magnetic colonoscopy device

According to GlobalData's Medical Intelligence Centre, the global colonoscope market is forecast to grow beyond $4.4bn by the end of 2030.

Joshua Silverwood | March 27, 2024

"The service you provided us was amazing and the feedback [on the news] extremely good."
Alessandra Marsano, Sales and Marketing Director, Europe at EndoStart